



# DEPARTMENT of COMMUNICATION

## CORPORATE & ORGANIZATIONAL COMMUNICATION

### ADVISOR

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FAC 106

### MAJOR OVERVIEW 36 HOURS

The Corporate and Organizational Communication major prepares students to understand and apply communication theories and concepts that explain human interaction in the workplace and guide the formulation of messages for the organization and its constituencies in a wide range of situations. Majors investigate how individuals influence and are influenced by organizations and their members as well as how stakeholders' personal communication competencies affect participation in organizational life. As a pre-professional program, students are exposed to courses in areas such as communication, business management, marketing, economics, English, accounting, and public relations. Elective courses in the major are chosen with an adviser to ensure the student success.

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### CORE REQUIREMENTS (21 HOURS)

- COMM 200 Communication Foundations. (COMM 145, ENG 100)
- Choose **one** of the following research courses:
  - (or) COMM 300 Comm. Research Methods (MATH 109, COMM 200)
  - (or) PS 301 Research Methods in Political Behavior (Permission)
  - (or) SOCL 302 Social Research Methods
- COMM 346 Persuasion (COMM 200 or COMM 300)
- COMM 349 Small Group Communication
- COMM 362 Organizational Comm. (COMM 200 or COMM 300)
- COMM 462 Adv. Org. Communication (COMM 362)
- COMM 489 Internship in Communication (COMM 362)

In addition, 15 hours Electives must be taken (only six hours may be taken at the 200-level)

### MESSAGE STRATEGY ( 6 HOURS)

- MKT 220 Basic Marketing Concepts
- AD 240 Advertising in a Digital World
- PR 255 Fundamentals of Public Relations
- COMM 260 Organizational Interviewing
- COMM 345 Advanced Public Speaking (COMM 145)
- COMM 364 Crisis Communication (COMM 200)
- COMM 451 Communication in the Digital Age (COMM 200)

### HUMAN RELATIONS ( 6 HOURS)

- COMM 330 Leadership Communication
- COMM 470 Organizational Relationships (COMM 348 or 362)
- COMM 471 Comm. Multi-National Organizations (COMM 362)
- MGT 311 Human Resource Mgt. (MGT 210, AMS 430 or COMM 362)
- MGT 333 Management of Non-Profit Organizations
- MKT 325 Personal Selling (MKT 220)
- PSYS 370 Industrial Psychology
- PSY 371 The Psychology of Sales Behavior

### WRITING PROFICIENCY (3 HOURS)

- JOUR 202 Intro. to News Writing
- ENG 203 Creative Writing (ENG 100, ENG 200)
- COMM 212 Writing for Digital Texts & Media (ENG 100)
- (or) ENG 212 Writing for Digital Texts & Media (ENG 100)
- ENG 301 Arg. & Analysis in Written Discourse (ENG 100)
- MGT 361 Business Communication Fundamentals

With departmental approval, students may opt to substitute **one** of the following courses in fulfillment of an elective requirement:

- COMM 400 Special Topics
- COMM 415 Study Abroad
- COMM 489 Internship
- COMM 495 Independent Study